



En•Spire

Engage and Inspire Your Team



En • Spire gives you fresh, original articles for your intranet—direct to your inbox, ready to post, whenever you need them

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“This really is a great place to work!”

What does it take for employees to say this about an organization? A track record of excellence in career and leadership development is definitely key.

That's why **EnSpire** delivers original 350-word career and leadership development articles, ready to post on your intranet:

- Written by Diana Morris, an award-winning business writer and HR communications expert with 20+ years' experience covering change management, HR, OD, employee engagement, and career development topics
- Written in a clear, easy-to-grasp style, fully edited and ready to post
- Full of change readiness and career development ideas employees and leaders can use right away



Subscribe and **for as little as \$25 a day**, you can give employees and leaders brief, practical articles that help them:

- ✓ Be ready for change
- ✓ Grow in their careers
- ✓ Handle conflict effectively
- ✓ Write and present with confidence
- ✓ Believe in the future and their role in it
- ✓ Contribute their best ideas



How EnSpire works

1. Pick a subscription option (monthly, semiannually, or annually) and the quantity of articles (one, 2-4, 5-7, or 8+) you'd like.
2. View our online [catalog](#) and choose from hundreds of articles in 12 categories, including **Change Readiness, Business Writing, Conflict Resolution, Leadership and Teambuilding, Career Breakthroughs, Recognition Strategies, Presentation Skills, and Exceptional Email.**
3. Order your articles and receive text files, ready to be uploaded to any content management system. Articles can be posted immediately and archived for one year.

Key policies:

- Each EnSpire article is **licensed for one-time use** on your intranet, but can be **archived for up to one year.**
- Article content is licensed for **use for the stated purpose only.** Articles can be edited/customize but not taken out of context or used for other internal or external communication purposes.
- Costs are based on **one portal posting.**

Article Categories and Pricing

- Change Readiness
- Leadership and Teambuilding
- Management 101
- Career Breakthroughs
- Conflict Resolution
- Exceptional Email
- Confident Communication (Business Writing Excellence)
- Confident Communication (Presentation Skills)
- High Potential Thinking
- Active Listening
- Recognition Strategies
- Vendor Management Excellence

Subscription Costs

- **With Annual Subscription:**
 - 1 article: \$350
 - 2-5 articles/month: \$300 each
 - 6-8 articles/month: \$250 each
 - 8+ articles/month: *Call for pricing*
- **With 6-month Subscription:**
 - Single: \$400
 - 2-5 articles/month: \$350 each
 - 6-8 articles/month: \$300 each
 - 8+ articles/month: *Call for pricing*
- **Without Subscription:**
 - Single: \$450
 - 2-5 purchased at once: \$400 each
 - 6-8 purchased at once: \$350 each
 - 8+ purchased at once: *Call for pricing*

FAQs

Who writes the articles?

Diana Morris, an award-winning business writer, author, and HR communications expert and consultant with 20+ years of experience working with companies like American Express, Novartis, Pfizer, The Prudential, The CIT Group, United Technologies, Johnson & Johnson, Reebok International, and many others.

Can I just find professional development articles online?

Yes, but rather than provide a link that takes employees away from their intranet and may expire in a month, **EnSpire** subscribers purchase the right to post our powerful, career-building articles in their entirety for one full year.

Is this content better than the free articles available online?

Yes! Your **EnSpire** articles:

- ✓ **Are posted in their entirety on your intranet**, so employees don't need to click and leave your site. This saves them time and effort and increases the likelihood that they will read part or all of an article because the full text is right in front of them.
- ✓ **Don't include ads or other graphics** that take time to load and may also encourage employees to visit other websites, potentially wasting valuable work time. No commercial interests are quoted or linked.
- ✓ **Align with positive employer goals** like high productivity, employee engagement, and career ownership, whereas many online articles take a contrarian or controversial point of view in order to attract interest and generate dialogue.
- ✓ **Make it clear that you, the employer, are sponsoring the content** and have invested in career development on behalf

of your employees—a fantastic employee relations tool that builds engagement.

- ✓ **Enable you to further development goals.** For example, if improved speaking skills are a need in your organization, you can select a series of articles, progressive in content, that zero-in on this need.
- ✓ **Can be selected and timed to reinforce key themes** of a recent training, town hall, or team meeting, increasing the power of every one of these communication channels.

How can I save on articles?

1. The more articles you license for posting, the less expensive each article is.
2. Semiannual and annual subscriptions are less expensive than monthly subscriptions or individual articles.
3. Articles purchased for posting after one of our Workshops or Lunch & Learns also provide savings while locking in key learnings from the training.

Bestselling Articles!



The Change-Ready Checklist: Six Ways to be Prepared for Change



From Conflict to Cooperation: 10 Tips for Turning Any Argument Into a Constructive Conversation



Leading at the Speed of Change: How to Communicate Best When It Matters Most



Lead by Example, Especially During Change



Taking the Lead: How to Facilitate an Excellent Meeting



Click Smart: Time-saving E-mail Tips for Everyone

Bestselling Articles!



Words That Work: Seven Ways to Present Your Ideas with Impact



Are you Coachable? How to Ask For and Use Great Feedback



Nets that Work: Get More Done In Less Time by Building a Strong Network Inside Your Company



Catch Yourself Succeeding: The Career Building Power of Studying Success



What if? What's Next?: 10 Questions to Help You Deliver Above and Beyond Value for Your Team



MORRIS COMMUNICATIONS

A passion for business and the people who make it happen™

Communications and intranet content to bring leaders and employees together, build engagement, and drive success.

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